



CASE STUDY

Pervorm uses Weather Based Automated Actions to launch YoMost Ice on Facebook

BACKGROUND

In August 2017, FrieslandCampina - a Dutch dairy cooperative - launched a new product under its YoMost brand aimed at teens and young adults (13-24) in the Vietnamese market. YoMost Ice is marketed as a thirst-quenching drink for hot moments throughout the day.

CHALLENGE

Whilst the 'drinking yoghurt' category as a whole in the region was growing by 17%, YoMost had actually seen its market share decline slightly throughout 2016, so getting the marketing strategy right was going to be key.

YoMost Ice faced strong competition and focused on a target audience that is saturated with advertising messages. Whatsmore, as a 'thirst-quenching' product, it could actually be difficult to find moments during the Vietnamese rainy season that were both hot and not wet - the ideal conditions for sales.

Having worked with Dutch-based Digital Marketing agency Pervorm on its social advertising since November 2015, FrieslandCampina challenged the team to support in launching the product through Facebook advertising. This involved developing the strategy and managing campaign execution and optimisation.

SOLUTION

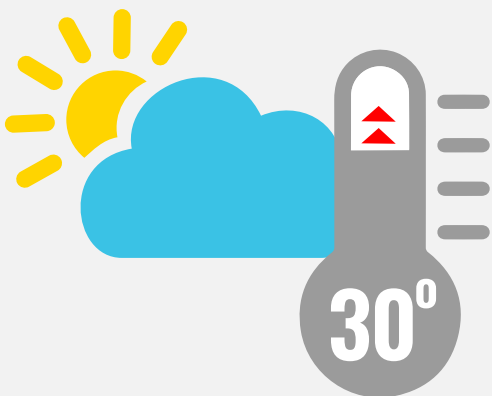
Firstly, Pervorm made the assumption that when the weather is warmer (above 30 degrees celsius and not raining), click through rates would be higher.

In order to reach the right audience at the right moment and with the right content, Pervorm asked Kenshoo to build a weather-based API that could be used to implement Automated Actions that turn particular ad sets on and off during specific weather conditions.

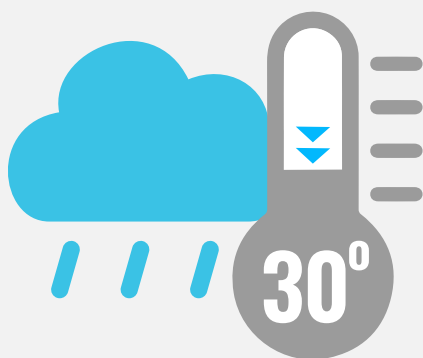
Once the API was built, six different creatives were designed and Automated Actions were implemented for three moments during the day - morning, noon and afternoon. For each moment, an ad was created with different content to make sure that they were relevant.

Automated Actions for Thirst Quenching Moments

Turn ad sets **ON** when
Weather is equal or higher than 30
degrees celsius **AND** it is not raining



Turn ad sets **OFF** when
Weather is below 30 degrees celsius
OR when it is raining



OUTCOME

Before the campaign launched, the hypothesis was made that during hot, dry weather the results would be better when compared to the non-thirst quenching weather.

Interestingly, it is the non-thirst quenching ads that have been performing better to date. The team found that less people were actually on Facebook when it was warm and dry (most likely due to being outdoors) compared to when it was wet and people were indoors therefore more likely to see the ad.

The team continues to test new ad creatives to see if this also makes a difference and will be collating the data to refine and optimise creative and evolve the strategy over the longer term to drive sales.



Summary

Use Facebook advertising to drive sales of a brand new thirst-quenching product



Kenshoo Solution

Automated Actions driven by Weather Signals



Outcome

Tangible data that enabled the team to refine and develop a longer term Facebook strategy to drive product sales